

Technology in Rural Transportation

A recent study documented more than eighty proven, cost-effective, “low-tech” solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:



Learn all about the simple solutions on the Internet at <http://inform.enterprise.prog.org>

The simple solutions report is available from Hau To at (503) 892-2533, or email: to@crc-corp.com

Route Diversion Systems

Overall goal:	To effectively redirect traffic during typically congested tourist seasons.
Technical approach:	Hampton Roads has a number of predefined alternate routes to heavily traveled tourist routes. Each alternate route is assigned a distinctly shaped and colored identifier (e.g., triangle, square, circle, diamond). Frequent diversion confirmation is given along the route by placing the appropriate colored symbols on existing static signs and the end of the diversion route. In addition, Hampton Roads also utilizes HAR and flashing lights to indicate when the alternate route is recommended.
Current status:	Operations are continuing.
Location / geographic scope:	Virginia Beach/Hampton Roads, Virginia. This technique is used during the summer to divert tourist traffic around the Hampton Roads area. A large portion of traffic entering the Virginia Beach area during warmer months of the year has a final destination of North Carolina.
Agencies involved:	Virginia Department of Transportation's Suffolk District
Cost information:	Costs vary according to the number of signs used, and typically only include sign costs. HAR systems could be added for \$10,000-20,000.
Key contacts:	Mr. Stephany Hanshaw, Virginia Department of Transportation, Smart Traffic Center (STC), (757) 424-9907
Have goals been	Yes. Vehicles taking the diversion routes avoid heavily congested areas.



Technology in Rural Transportation

A recent study documented more than eighty proven, cost-effective, “low-tech” solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:



achieved?

**Solution
timeline:**

The system is operational and is used heavily between Memorial Day and Labor Day each summer.

